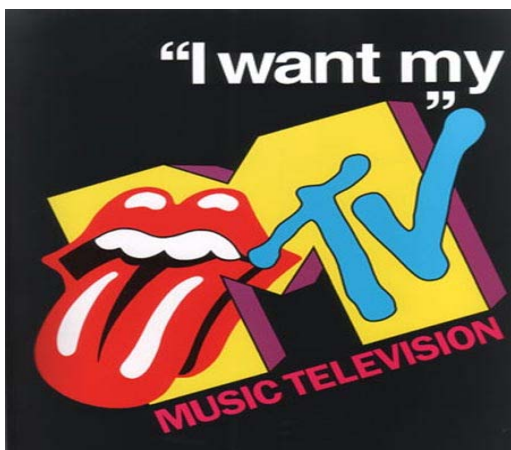




## Newsletter October, 2008

### Generation X – The Ignored Generation

This generation has been labeled by the Boomers as “lazy, confused, and unfocused” When asked how Gen Xers sees themselves, surveys show that 72% responded as “ambitious, determined, and independent.” Generation X is currently between 28 and 43 years of age. This group is starting families and buying homes. How can you reach them to get part of their business? We can help you identify their needs and wants to increase your share of wallet.



In last month's issue, we explored a definition of the Boomers and the Millennials as well as the life events that have shaped those generations. This month, we will explore how Gen Xers think and make decisions. This generation is both independent and skeptical. They make up 17% of the population. They are 45 million people strong and represent \$125 billion in annual purchasing power a year. This is not a generation to dismiss! **Marquis** can help you identify your Generation Xers to better understand what

products they have, what banking channels they use, how profitable they are, so you can create a marketing strategy designed to win them over and keep them for life.

According to a TIME Magazine article “Great Xpectations of So-Called Slackers” from June, 1997, Generation X is “...the next big thing.” They are looking for the next best deal, trying to free themselves from the career imprisonment of their parents by creating technology start-ups and small businesses. This group of people is making money AND spending money. How can you increase your share of wallet?

### Generational Characteristics and Life Events

#### X Gen X Facts – age 28-43 (1965-1980)

Generation X experienced the recession of the early 80's, only to see any profits dissipate in the 1987 stock-market crash and then go right back into a recession in 1990-1991. Some additional facts are:

- X 40% spent time in a single-parent home by age 16
- X Oldest marrying generation ever recorded (23-27 for men, 21-25 for women)

